

1.What is the role of marketing in business development? What is the basic principle of marketing? 7

2.Please develop a step by step process of marketing for books, CDs and knowledge products, which may help increasing sales of knowledge products. 1

3. What should be basic skills and traits of a marketing executive? 10

Answer:

4.How Internet and web can play role in marketing? Write down five benefits of Internet based marketing. 8

Answer:

5.Please develop a marketing plan for a CD titled “Computer Teaches everyday English” developed for school children.